



WEWS

# ORDER

Flight Dates **09/04/12-09/10/12**

Contract / Revision      **309823 /**

Original Date / Revision  
08/31/12    08/31/12

Advertiser **Americans for Prosperity**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Americans For Prosperity 9.4-9.10**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1301**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 133200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	40	\$113,220.00	\$133,200.00	0.00
<b>Totals</b>	<b>40</b>	<b>\$113,220.00</b>	<b>\$133,200.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	40	\$113,220.00	\$133,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/04/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	1:00	4	\$1,700.00	P-1	0.00	NM	5	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/03/12	09/09/12	-TWTF--	4		\$1,700.00		0.00						
Week: 09/10/12		09/10/12	09/16/12	M-----	1		\$1,700.00		0.00						
N 2	WEWS	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	1:00	2	\$1,700.00	P-1	0.00	NM	3	\$5,100.00



**WEWS**

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Contract / Revision      **309823**      Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision    08/31/12/    08/31/12

Order Sep    00:20:00

Advertiser    **Americans for Prosperity**    Product **Americans For Prosperity 9** Estimate #    **1301**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	1:00	2	\$1,700.00	P-1	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T--F--					2	\$1,700.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,700.00		0.00			
N 3	WEWS	09/04/12	09/10/12	M-F 12pm News M-F 12p News	CM	12-1p	MTWTF--	1:00	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$1,400.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 4	WEWS	09/10/12	09/10/12	M-F 12pm News M-F 12p News	CM	12-1p	M-----	1:00	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$1,800.00		0.00			
N 5	WEWS	09/04/12	09/10/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	1:00	4	\$1,800.00	P-1	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$1,800.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$1,800.00		0.00			
N 6	WEWS	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-T--F--	1:00	2	\$3,200.00	P-2	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T--F--					2	\$3,200.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 7	WEWS	09/04/12	09/10/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	1:00	1	\$3,600.00	P-1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$3,600.00		0.00			
N 8	WEWS	09/04/12	09/10/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTF--	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					1	\$4,000.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 9	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	1:00	2	\$4,800.00	P-2	0.00	NM	2	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-T---					2	\$4,800.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 10	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$6,000.00		0.00			
N 11	WEWS	09/04/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	1:00	3	\$5,200.00	P-2	0.00	NM	3	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TW-F--					3	\$5,200.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/04/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

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Order Sep   00:20:00

Advertiser   **Americans for Prosperity**   Product **Americans For Prosperity 9** Estimate #   **1301**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	09/04/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----					0	\$0.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$6,000.00		0.00			
N 13	WEWS	09/04/12	09/10/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	1:00	3	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TW-F--					3	\$2,400.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$2,400.00		0.00			
N 14	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	1:00	2	\$4,800.00	P-1	0.00	NM	3	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W-F--					2	\$4,800.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$4,800.00		0.00			
N 15	WEWS	09/05/12	09/05/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	1:00	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$9,000.00		0.00			
N 16	WEWS	09/04/12	09/10/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	1:00	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$9,000.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/04/12	09/10/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	1:00	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$2,000.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/04/12	09/10/12	ABC Friday Prime Friday Prime	CM	20/20 (9:00 PM-11:00 PM)	----F--	1:00	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$8,000.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
													Totals	40	\$133,200.00